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Automotive News®

February 6, 1989

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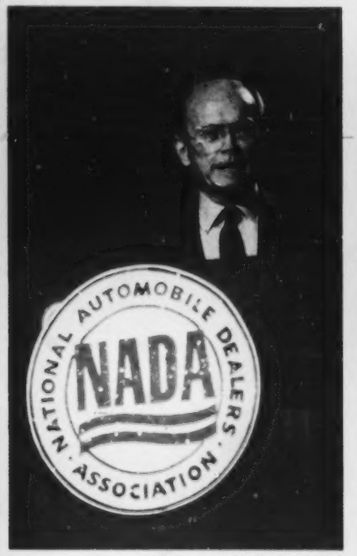

AUTOMOTIVE NEWS/JOE WILSSENS PHOTOS

Ford Chairman Don Petersen delivers speech

Dealers slow to embrace stock sales

Public ownership too drastic for most

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

NEW ORLEANS — The idea of public ownership — once touted as the next revolution in automotive retailing — may end up impacting the nation's dealer body with the force of a whimper.

Financial analysts believe dealers will likely rely on less extreme measures to finance their growth. Limited partnerships, for example, will help ease dealer debt loads and fund expansion without the expense and risk involved in a public stock offering. It is believed that the number of dealerships that actually do go public will wind up being quite small.

"I think there are some dealers that will definitely go public, but it will only be a few," Ron Tonkin, the new president of the National Automobile Dealers Association, said at last week's convention. "Dealers are very private individuals, and I don't see many of them relinquishing the control they have to shareholders.

"I don't know of any dealers that are actively planning for public ownership,

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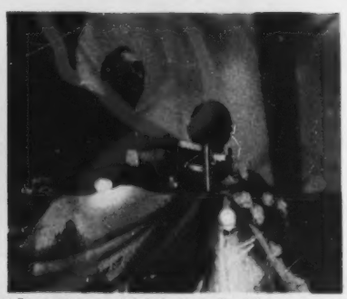
The top sideshow — a pre-Mardi Gras parade — roams downtown New Orleans



At the Chevy party, dealers ogle cars and Robert Burger tosses trinkets to well-wishers

Ron Tonkin, right, promised fireworks as he replaced Jimmy Payton, left, as NADA president

NADA: *Tough president promises lively year for factories*

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

NEW ORLEANS — An adversarial wind blew last week signaling a change in dealer-factory relations as the National Automobile Dealers Association held its 72nd annual convention.

The eye of that potential hurricane is new NADA President Ronald B. Tonkin, whose tough talk reflects dealer concern over creeping factory encroachment on dealer independence and stability.

Tonkin, a Portland, Ore., megadealer who first gained national attention in the early 1960s as the country's youngest Chevrolet dealer, is taking the 20,000-dealer association head-to-head with the automakers. He complained the manufacturers' profits are soaring while dealer profits across the country gradually dwindle.

Tonkin cites recently released NADA figures that showed average dealership profit margins shrunk to 1.7 percent of sales in 1987, the lowest margin in five years.

"Like the characters from the movie 'Network,' we're mad as hell and we're not going to take it any more," he vowed publicly last week.

see NADA, page 120

Pawned Yugos push Global to bankruptcy

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Yugo America truly had its back to the wall when it filed for bankruptcy last week, having in effect pawned its car inventory, the company's largest asset.

As the gravity of the situation was made clear to dealers at the Yugo make meeting in New Orleans last Monday, dealers started leaving the meeting in ones and twos to bail out of their franchises.

"Fax me a letter canceling the deal, and I want it here by noon," one dealer said into the phone outside the meeting room at 11 a.m. "And call the bank and tell them what we're doing. Don't accept any more Yugo warranty work. Refer people to (another Yugo franchise in the next city) and tell 'em we gave up the franchise," he said.

Another caller phoned home and told the dealership not to accept delivery of some new Yugos.

A short time later, Global Motors Acting Chief Executive Officer Marcel Kole left the room and spent about 30 minutes talking on a pay phone down the hall, with a colleague pacing up and down to keep reporters at bay.

Dealers said later that in the first part of the meeting, they had tried to persuade Kole not to declare bankruptcy. While he was on the phone, some dealers who left the meeting said the decision had been reached.

Kole got off the phone around 11:30 a.m. and spent another 10 minutes behind closed doors with the dealers.

The dealers asked to meet among themselves for a few minutes, while Kole waited in the hall.

A few minutes later, he was asked to join the meet-

see YUGO, page 124

Chrysler, Renault to build new Jeep

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Pieces of Chrysler's global strategy began falling into place as the company revealed plans last week to add two new models its Jeep-Eagle line involving foreign manufacturers.

And along with improved fourth-quarter earnings, Chrysler's financial statement disclosed that the company not only purchased nearly $2 billion worth of cars and components from its Mitsubishi Motors Corp. partner, but it made $57 million from Mitsubishi's decision to go public last December.

Separately, Automotive News learned last week that Chrysler has also agreed to give 15,000 cars it imports from Mitsubishi to that company's U.S. unit, Mitsubishi Motor Sales of America, in exchange for 15,000 more Lasers from the Diamond-Star Motors joint venture in Normal, Il. Mitsubishi Motor Sales will give up a like number of Mirage sedans that are scheduled to go into production this fall.

Chrysler Chairman Lee A. Iacocca said last week that it will build a new Jeep model code-named the JJ in a joint venture with Renault, using plants in both Europe and North America. A day earlier, it was announced that beginning in 1991, Jeep-Eagle will receive 30,000 Hyundai Sonatas a year from the Korean automaker's Bromont, Quebec, plant.

Chrysler and Renault are expected to conclude the 50-50 joint-venture agreement by June. Chrysler will distribute the JJ exclusively in North America and

see CHRYSLER, page 125

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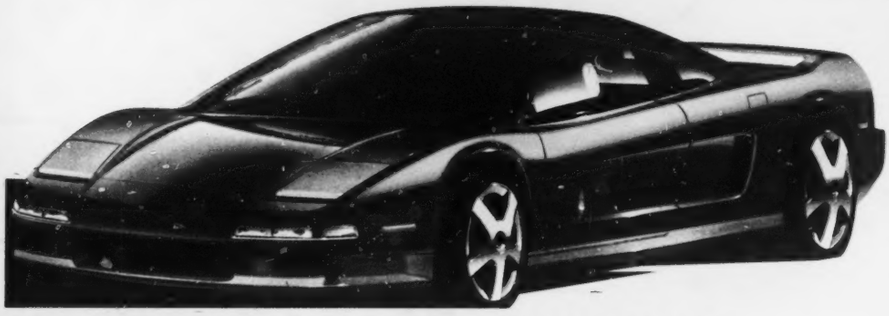


One of Hor 'a's best-kept secrets is the Acura two-seater with an estimated sticker price of $55,000

CHICAGO: *3 sports cars from Japan top list of new models at big Midwest show*

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

This week, the auto world's eyes will look into Chicago's lakefront convention center, McCormick Place, and focus on three cars debuting at the Chicago Auto Show.

The nine-day exposition opens Saturday.

The scrutiny will be intense for good reason. Though the number of new-car, show-car and prototype unveilings won't be as great as at last month's North American International Auto Show in Detroit, Chicago offers a glimpse into the direction of future automotive marketing.

First, because these three vehicles are sports cars — one an entry-level street racer and two that will fight for a share of the market's upper end. Second, because all three cars are made in Japan.

The newcomers are the Mazda MX-5 Miata, the Acura two-seater and the restyled Nissan 300-ZX.

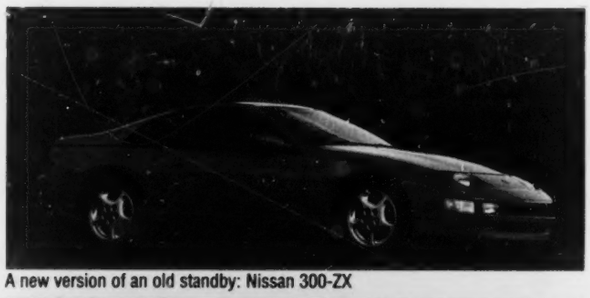
Before this year's restructuring of the Detroit display as the North American International Auto Show, an exhibit that received enormous economic and promotional support from the Big 3 with the unveiling of nearly two dozen production and show cars, it was the annual event in Chicago at which Motown's finest wares were paraded.

This year is different. Domestic manufacturers will pop a few corks with prototype car debuts.

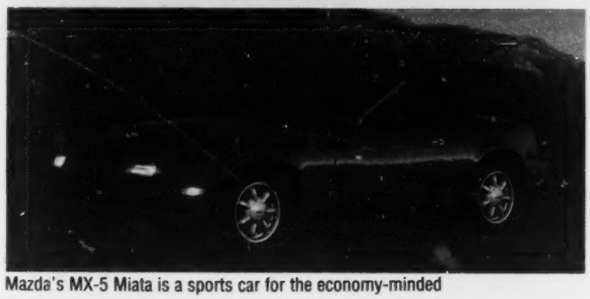
Nissan, Honda and Mazda have chosen the Chicago Auto Show to unveil top-flight sports cars.

The significance here is the significant market — the heart of the United States.

Debuting at Chicago will be Mazda's return to affordable sports cars, the Mazda MX-5 Miata.



A new version of an old standby: Nissan 300-ZX



Mazda's MX-5 Miata is a sports car for the economy-minded

Fitted with an engine block from the firm's entry-level 323 subcompact, the rear-drive MX-5 takes transmission technology from the 929.

To categorize the Miata, it's close to a 1990s' Japanese rendition of the 1960s' British Lotus Elan sports car. Available as an open-air roadster, the MX-5 will appeal to minimalist sports-car buyers. Estimated price: $13,000.

The sports car with the greatest veil of secrecy surrounding it — and the one that should gain a great portion of attention — is the mid-engined two-seat Acura sports car, said to be called the MXS.

So quiet have the Honda people been about the car's existence, that it wasn't until his annual New Year's message that Honda Motor Co. President Tadashi Kume acknowledged that a "mid-ship type sports car" would be introduced at Chicago.

Power will be delivered by a new 3-liter V-6 engine, capable of propelling the car to speeds of 155 mph. Price is said to be near $55,000.

Also aiming for the market's upper section is a totally rede-

see CHICAGO, page 125

Toyota, Nissan rethink operations

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Toyota is setting up a new company to coordinate the activities of its North American subsidiaries, and Nissan is considering how to best restructure its U.S. operations.

Toyota announced last week that it will incorporate Toyota Motor Corporate Service of North America under Chairman Tatsuro Toyoda, executive vice president of the Japanese parent company.

The new unit will have its main office in New York City and branches in Washington, Detroit and Lexington, Ky.

It will be a wholly owned subsidiary of Toyota Motor Co. in Japan and is described as an organization to gather information and coordinate and Toyota's North American manufacturing operations during expansion to full-scale production. Toyota said it is not a move toward establishing a North American headquarters.

Joining Toyoda and two members from Toyota Motor Co. on the new corporate services company's board is Kaneyoshi Kusunoki, who is chairman of both Toyota Motor Manufacturing and Toyota Motor Sales U.S.A.

Also serving on the corporate services board are Robert B. McCurry, executive vice president of Toyota Motor Sales; Alex M. Warren, senior vice president — administration at Toyota Motor Manufacturing; and Kunio Shimazu, president of the new unit and previously head of Toyota Motor Co.'s offices in New York.

Toyota's new 29-employee company will still leave final authority for North America divided among several executives, but allow some operating coordination to be handled in the United States.

It also does not formally change the chain of command for North American sales and marketing subsidiaries. But the coordinating role of Toyota Motor Corporate Services also includes preliminary planning for Toyota's assembly plant in Cambridge, Ontario.

Meanwhile, Nissan has launched a full-scale study of whether to restructure its U.S. sales, manufacturing, design, lobbying and research and development subsi-

Kusunoki

McCurry

diaries under a single umbrella, said Thomas Mignanelli, executive vice president, Nissan Motor Sales U.S.A.

The study is being conducted for Nissan by McKinsey & Co., a New York-based management consulting company.

The study's findings — expected late this year — could recommend anything from a coordinating body similar to Toyota's move or a comprehensive top-to-bottom consolidation like that of Honda North America, Mignanelli said.

"We're just trying to see what the most efficient method would be," he said.

Nissan currently has nine U.S. subsidiaries, with headquarters scattered on both coasts, the Midwest and Tennessee.

To date, only Honda among the nine Japanese carmakers active in the United States has consolidated operating control of its North American subsidiaries under a single executive.

Tetsuo Chino, who spearheaded American Honda's dramatic growth in the United States, is president of Honda North America, with 14 car, motorcycle, all-terrain vehicle and other subsidiaries in the United States, Canada and Mexico under his control.

Other Japanese companies, even those that have added manufacturing, research and development and design facilities in the United States since establishing a U.S. sales arm, split control of their North American subsidiaries between two or more executives on the board of the Japanese parent company.

With North American manufacturing growing, the problems of coordinating manufacturing and sales in North America from Tokyo also are increasing for the Japanese.

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Toyota-China agreement on trucks expected

By Stephen Vines
STAFF CORRESPONDENT

HONG KONG — Toyota Motor Corp. will soon announce the first major production contract between Chinese and Japanese manufacturers.

An agreement has been reached for Toyota to cooperate with the Chinese in establishing a medium-size truck factory in the northeastern city of Changchun.

Details of the agreement are not yet available but it is understood to provide for a pilot program of truck production with a large portion of imported Japanese components, leading to the manufacture of larger numbers of trucks under license from Toyota.

The Japanese company will also provide technical assistance and make some kind of technology transfers.

Toyota sources indicate that the company would soon be making an announcement on the project but declined to give details.

Toyota will not, however, invest in the new facility that will be funded by various Chinese companies. No foreign automotive company has formed a joint venture with the Chinese since the American Motors deal with Beijing Jeep in 1983. All agreements since then have not involved capital transfers from overseas.

Changchun is the center of production for the medium-sized Jiefang Liberation truck that provides the backbone of China's transportation fleet.

Daimler-Benz recently signed an agreement for establishing a new heavy-truck facility in the same city.

Meanwhile, a light-truck plant will soon start production in Beijing employing Isuzu technology and components. However, the Japanese company is not a partner in the factory, but merely a supplier. The joint-venture partner of the Beijing Light Automobile factory where the trucks will be produced is the Hong Kong-based Shortridge Ltd.

The agreement with Toyota is a significant breakthrough and comes against a background of considerable misunderstanding and poor relations between the Chinese government and Japanese automotive industry. The Japanese makers are still held responsible for the Hainan Island import scandal in which the island's local government purchased unprecedented numbers of Japanese cars and shipped them at considerable profit to other parts of China.

Chinese officials have accused the Japanese of only being interested in China as a market for their products and have showed an unwillingness to contribute toward the development of the local automotive industry. Toyota, however, has been notably persistent in efforts to do business in China.

In 1984, Toyota signed a contract for the production of pickup trucks in the southern city of Canton. However, a combination of financing problems and the Hainan scandal lead to the contract's cancellation. The Japanese company has maintained a representative office in Beijing and worked hard to get another deal going.

It had previously been assumed that the Changchun contract would have gone to Italy's Iveco, Fiat's truck unit, which has a technology transfer agreement with the Chinese for upgrading medium-size truck production. However, Iveco does not appear to have made much progress with its agreement.

Recreational Vehicle Wholesale Deliveries

Travel trailers	2,700	2,700	0.0	82,000	83,400	-1.7
Park Trailers	600	600	+20.0	5,600	5,600	0.0
Travel trailers—fifth wheel	1,900	1,900	-2.6	28,500	25,100	+13.5
Folding camping trailers	3,100	2,800	+10.7	35,400	37,000	-4.3
Truck campers	800	900	-11.1	10,400	9,650	+7.8
Towable RV total	9,000	8,900	+1.1	169,100	164,750	+2.6
Conventional (type A)	3,200	3,400	-5.9	38,200	39,100	-2.3
Van Campers (type B)	400	500	-20.0	4,600	6,000	-23.3
Chopped vans (all)	1,700	1,700	0.0	24,900	25,000	-0.4
Motor home total	5,300	5,600	-5.4	68,200	69,400	-1.7
Van conversions	18,100	11,900	+52.1	187,200	138,100	+10.7
TOTAL ALL RVs	32,300	25,800	+25.2	406,600	372,200	+9.2

Source: Recreation Vehicle Industry Association

Recreational Vehicle Wholesale Deliveries

Travel trailers	4,800	4,900	-2.0	82,000	83,400	-1.5
Park Trailers	600	600	-25.0	5,600	5,600	+7.1
Travel trailers—fifth wheel	3,000	2,600	+7.1	27,300	23,200	+17.7
Folding camping trailers	2,800	3,100	-9.7	35,500	35,200	+0.9
Truck campers	800	800	+.0	9,800	9,000	+8.9
Towable RV total	12,000	12,400	-3.3	131,200	126,400	+3.8
Conventional (type A)	4,100	4,100	+.0	35,700	34,700	+2.8
Van Campers (type B)	500	600	-16.7	4,400	5,800	-24.1
Chopped vans (all)	2,300	2,000	+15.0	22,800	23,300	-2.1
Motor home total	6,900	6,700	+3.0	62,900	63,800	-1.4
Van conversions	15,800	14,800	+6.8	169,100	157,200	+7.6
TOTAL ALL RVs	34,700	33,900	+2.4	363,200	347,400	+4.5

Source: Recreation Vehicle Industry Association

Surge in van conversions ups month's RV shipments

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Van conversions helped the RV industry wholesale a near-record number of vehicles in November.

It wholesaled 32,300 vehicles that month, the second highest total of any November, behind the 33,800 units shipped in November 1977.

Last November's shipments also represented a 25.19 percent increase over the 25,800 units shipped in the like period of 1987, according to the Recreation Vehicle Industry Association.

For 11 months of 1988, industry shipments of 395,200 units were up 5.89 percent from the 373,200-unit level of a year earlier.

Van conversion shipments — with a 52.10 percent surge in November and a 10.70 percent climb for January-November 1988, compared with year-ago marks — made all the difference in the industry's performance.

The 18,100 van conversions shipped in November were easily the highest monthly tally on record, according to RVIA, and pushed the 11-month total of 187,200 units well beyond the previous historical high of 181,900 for all of last year.

Shipments of vans without seats from Detroit automakers to converters tapered off in November, though the 11-month total still led 1987 by a comfortable margin. Detroit's four manufacturers shipped 18,600 raw chassis to converters in November, off from 19,500 a year earlier. For 11 months of last year, they shipped 217,400 such units, up from 200,500 a year earlier.

GM offers RVIA a hand on safety

Converters optimistic they can meet seat, steering wheel rules

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

WARREN, Mich. — Van converters got a new lease on life after their top representatives met with General Motors officials and were assured that there were ways to meet upcoming governmental standards and that GM would help them do so.

The Recreation Vehicle Industry Association's Automotive Liaison Committee met with GM officials here Jan. 26 to discuss crucial new standards that will impact van converters, beginning in the fall of 1991 with the start of 1992 model-year production.

Essentially, the two major new Federal Motor Vehicle Safety Standards are FMVSS 204, which has to do with the intrusion of the steering column into the driver's compartment, and FMVSS 208, which relates to the amount of damage a test dummy may sustain in a frontal barrier crash test.

GM engineers told RVIA that FMVSS 204 is manageable. Its only likely limiting effect will be that converters won't be allowed to change the steering wheel.

FMVSS 208 is much more critical, however. It has to do with seat-belt retention and the height, size and angle of installed seats.

Ford officials previously told RVIA that because of this standard it will stop shipping seat-delete vans to converters by the 1992 model year.

However, GM engineers believe that, if they work jointly with RVIA and its converter members, they would still be able to ship the seat-delete units, which are very important to the work of the converters.

GM said it would be able to ship the seatless vans if the seats that converters installed were put in according to its prescribed envelope of dimensions.

It also said it would assist RVIA in testing representative vehicles that RVIA, through its seat suppliers and installers, was able to supply to make sure they met the FMVSS standard.

RVIA, in turn, said it would focus on getting its converter members to pull together for the effort.

RVIA officials left the meeting rather elated. And they felt that, with GM's offer of help and Chrysler Motors' offer to work with them to provide data for converters so they could get independent testing done, Ford would retreat from its hard-line position as well.

RVIA plans, in fact, to form a new subcommittee of its Automotive Liaison Committee expressly to deal with the upcoming safety issue, according to Jerome Loftus, RVIA's general counsel.

Members have already been selected, and the association expected to officially form the subcommittee as early as this week.

It had been waiting until it met with all the chassis manufacturers before forming the subcommittee.

GM was the third and final chassis manufacturer it met concerning this subject.

RVIA did meet with Ford officials last week in Arizona, but on a different subject.

"We think we may get some change from Ford," Loftus said. "We can't see them remaining as adamant (in refusing to ship seat-delete units) as in the past," he added.

He felt that a meeting of its new subcommittee with Ford might come as early as next month.

"If the industry is forced to use their (Ford's) seats that would present a big problem" in severely hampering the work converters could do, Loftus added.

He said that "from our perspective, the (GM meeting) was very positive. We were very happy that Chevrolet will work with us to try to achieve a certification by the van converters. They were very positive in their approach."

Loftus wasn't sure what restrictions even the GM proposal might place on van converters in terms of the many different seating configurations they now use.

"They may have as much liberty as before or maybe not," he said.

However, "GM has taken a positive approach of working with this industry to determine how much versatility manufacturers will retain in the installation of their seats," Loftus concluded.

The new safety standard itself is very comprehensive and complex. It relates to how much injury may be sustained in the entire front envelope of the vehicle, including the dashboard and windshield.

While Chevrolet will work with the industry to provide as much support to converters as possible, it is under the proviso that if a converter puts his own seats in, he assumes the responsibility for that work.

Ford previously said it wouldn't ship vehicles without seats, regardless of whether the converter assumed the responsibility for his own installations or not.

Meanwhile, a GM source said its future dimensions governing the size of seats and how they should be installed would not force converters to buy their seats from GM. They would still be free to purchase them from any of their current suppliers, as long as they were of certain dimensions and installed according to a certain height, position, etc. in the vehicle.

The GM source did believe, however, that the new installation criteria would impose some restrictions on the multitude of different styles and seating configurations that converters currently use.

"It will have to be according to very rigid criteria, but it's better than not being able to install them at all."

Some GM officials themselves were relieved by the engineering opinions given at the meeting.

In their original discussions of these governmental standards, they had thought the standards were so restrictive that they even governed the coefficient of friction of the fabric — in effect, the manner in which the dummy slid off the seat during a crash test.

"We were ready to sell a pair of Velcro pants with every one of our vans, and that's how we would have handled that problem," the official jokingly said.

Vixen still looking for help, hopes for deal in 30 days

Vixen Motor officials are still working against the clock to come up with a deal to save their motor home company.

Officials of the Pontiac, Mich., firm have been engaged in serious negotiations with several interested parties, but declined to name them.

Al Dryer, Vixen president, said Vixen was talking to "a number of companies in and outside the state. We can't divulge who is looking at us."

"Within the next 30 days, you'll hopefully see some announcement and letter of intent or offering. I think I have a real good chance of bringing a deal to the table," Dryer said.

However, Automotive News was able to uncover one major company that had made a close inspection of Vixen's product and facilities and obtained the following candid assessment of its potential:

"I think the product has some potential, but the thing that concerns me is to first get out of that facility. You will never generate the volume in that facility that it was designed for," said one of the company's officials.

"You would also want to do a lot of durability testing for the vehicle. When the vehicle was originally designed, it was well tested, but then they shut down and had a crash program on a new product. I have some suspicion about the heating," the executive continued.

"Then you'd have to do some market research and find out what's wrong with its sales acceptance. The people we talked to thought the price was stiff," he added, alluding to a price in the low $40,000 range.

He said costs would have to be cut to bring product price down.

"You gotta get out of that facility," he said, indicating its high overhead.

"That's a very expensive clamshell-type body they manufacture. And the other area is the interior upfitting. It's very labor-intensive to upfit the interior," he added.

"The product has some potential, if you get it down to a realistic planning volume," he said, adding that Vixen's current production facility was too huge for such a volume level.

The official said Vixen might "interest me personally, but we have so much on our pallets that we couldn't jump on it fast enough." Hence, the company elected to pass on the deal.

Another major company also passed on the deal because it has had its own small motor home under development for some time.

RV TRENDS

JOSEPH BOHN

Oshkosh restructures

Meanwhile, Oshkosh Truck Corp. of Oshkosh, Wis., said it is forming a chassis division to operate its recreational vehicle and light-truck chassis business.

The company appointed Bud Raupp vice president and general manager of the new division.

Oshkosh recently announced the completion of its purchase of Deere & Co.'s motorized vehicle chassis business. Financial terms were not disclosed.

Oshkosh signed a marketing and field-service support agreement for the chassis business with Clarke Power Products, Cincinnati. Clarke previously provided similar support to Deere through its 44 distributors and 700 service locations.

Under terms of an agreement, the Deere chassis business will be transferred to Oshkosh Truck over a period of about 12 months. As Oshkosh phases in production during the transition period, Deere will continue to supply Oshkosh with support services.

Because the Oshkosh factory will be unable to absorb the volume of this new line of about 8,500 units a year, a plant-site search has begun.

It is expected that about 100 people will be employed at the new facility with administrative and technical personnel remaining at the Oshkosh headquarters.

Ford chassis delay

Ford has delayed production startup of its 16,000-pound Class A motor home chassis until April 3. The unit had originally been slated to go into production last November, but the company says further testing is required.

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AUCTION DATES

Chrysler Motors

Feb. 7 — Dallas Auto Auction, Grand Prairie, Texas; Hatfield Auto Auction, Hatfield, Pa.; Southern Auto Auction, Warehouse Point, Conn.; Clanton's Auto Auction, Darlington, S.C.; Denver Auto Auction, Aurora, Colo.; South Seattle Auto Auction, Kent, Wash.; and Golden Gate Auto Auction, Fremont, Calif.

Feb. 8 — Minneapolis Auto Auction, Plymouth, Minn., and Columbus Fair Auto Auction, Obetz, Ohio

Feb. 9 — Fredericksburg Auto Auction, Fredericksburg, Va.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Big Sky Auto Auction, Billings, Mont.; and Salt Lake Auto Auction, Salt Lake City

Ford Motor Co.

Feb. 7 — South Seattle Auto Auction, Kent, Wash.

Feb. 8 — Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; Lakeland Auto Auction, Lakeland, Fla.; Southern California Auto Auction, Fontana, Calif.; Newburgh Auto Auction, Newburgh, N.Y.; Omaha Auto Auction, Omaha, Neb.; and Salt Lake Auto Auction, Salt Lake City

Feb. 9 — Ohio Auto Auction, Grove City, Ohio; Dallas Auto Auction, Grand Prairie, Texas; Manheim Auto Auction, Manheim, Pa.; St. Louis Auto Auction, Bridgeton, Mo.

Feb. 14 — Greater Chicago Auto Auction, Chicago; Harrisonburg Auto Auction, Harrisonburg, Va.; and Bay Cities Auto Auction, Hayward, Calif.

General Motors

Feb. 7 — A.D.E. of Birmingham, Moody, Ala.; Florida Auto Auction of Orlando, Ocoee, Fla.; National Auto Dealer Exchange, Bordentown, N.J.; and Harrisonburg Auto Auction, Harrisonburg, Va.

Feb. 8 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Golden Gate Auto Auction, Fremont, Calif.

Feb. 9 — Southwest Auto Auction, Phoenix, Ariz.; Aptco Auto Auction, Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa.; Big H Auto Auction, Houston; Denver Auto Auction, Aurora, Colo.; and Nashville Auto Auction, Nashville

Used Car Sales

Auction Averages

January 89	$5,520
Month ago	$5,818
Year ago	$5,039

Model Breakdown

Auction Averages

	JAN. 1989	DEC. 1988	NOV. 1988
1989 ...	$11,031	—	—
1988 ...	$8,678	$9,894	$9,514
1987 ...	$7,003	$7,686	$7,330
1986 ...	$5,912	$4,874	$5,997
1985 ...	$4,933	$4,747	$5,077
1984 ...	$3,772	$3,723	$3,721
1983 ...	$2,730	$2,776	$2,948
1982 ...	$2,213	$2,343	$2,228
Overall Average	$5,520	$5,824	$5,204

PRODUCTION

Car output running 17% ahead of '88

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

United States automakers scheduled last week's output at 147,425, 7.50 percent below the previous week's 159,378 but 15.76 percent more than the year-ago week's 127,356.

So far this year, 718,465 cars have been assembled, 17.19 percent more than the 613,085 built last year at this point.

Last week's targeted production was shared as follows: General Motors, 45.51 percent; Ford Motor Co., 27.42 percent; Chrysler Motors, 12.96 percent; Honda of America Manufacturing, 5.61 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.86 percent; New United Motor Manufacturing Inc., 2.71 percent; Nissan Motor Manufacturing Co. U.S.A., 1.59 percent; and Diamond-Star Motors, 0.34 percent.

Truck production was scheduled at 92,445 units last week, 3.66 percent below the previous week's 95,961 but 12.66 percent more than the year-ago week's 82,057.

Year-to-date, 438,372 trucks have been assembled, 5.90 percent more than the 413,951 built last year at this time.

GM said it will "idle" its Framingham, Mass., plant permanently on Aug. 1. The plant assembles the A-body Oldsmobile Cutlass Ciera and the Buick Century. Production of the A-bodies will then be consolidated at the Oklahoma City plant.

GM's Fairfax, Kan., plant resumed production today after being idle for one week to adjust inventory.

GM's Tarrytown, N.Y., plant closed today for conversion to the all-purpose vehicles — Pontiac Trans Sport, Oldsmobile Silhouette, and Chevrolet Lumina APV.

On Jan. 30, a fire shut down most of the afternoon shift operations at Ford's Utica trim plant in Utica, Mich. The shift resumed operations the next day.

Ford slated overtime last Saturday at its Wayne, Mich.; Louisville, Ky.; and Twin Cities, Mo., plants.

All Ford plants are scheduled for daily overtime this week. The Norfolk, Va., facility is slated for overtime next Saturday.

Canada trucks near 100,000

Last week's scheduled Canadian truck production of 21,157 units dipped slightly (0.69 percent) from the previous week's 21,303 but increased 17.98 percent from the year-ago week's 17,932.

Year-to-date, 99,545 trucks have been built, 8.96 percent more than the 91,363 completed last year at this point.

Scheduled auto output of 21,133 last week fell only 23 units short of the truck estimate. The carmakers' schedule was 1.64 percent more than the previous week's 20,792 but 7.31 percent below the year-ago week's 22,799.

So far this year, 93,191 cars have been built, 15.59 percent below the 110,397 built last year at this time.

U.S. CAR	Week Ended Feb. 4, 1989	Week Ended Feb. 5, 1988	Week Ended Jan. 28, 1989	Jan. Est.	Jan. 1 to Feb. 4, 1989	Jan. 1 to Feb. 5, 1988
Horizon	0	1,686	0	0	0	8,363
Sundance	2,400	2,368	3,053	11,229	12,669	10,648
Reliant	0	2,737	0	0	0	6,811
Acclaim	1,700	0	1,628	5,918	6,938	0
Caravelle	0	534	0	0	0	1,968
Gran Fury	0	244	0	0	0	1,241
Total Plymouth	4,100	7,569	4,681	17,147	19,607	29,031
LeBaron K	0	471	0	0	0	1,075
LeBaron J	2,200	0	2,727	10,239	11,559	0
LeBaron GTS	200	145	285	1,073	1,193	870
N. Yorker C-Class	2,600	2,158	2,831	10,690	12,250	8,283
Fifth Avenue	0	1,192	0	0	0	6,357
Total Chrysler	5,000	3,966	5,843	22,002	25,002	16,585
Omni	0	1,638	0	0	0	8,015
Daytona	2,200	0	2,750	10,306	11,626	0
Shadow	2,500	2,082	2,900	10,690	12,190	10,753
Aries	0	1,575	0	0	0	6,407
Dodge 600	0	449	0	0	0	1,482
Dynasty	3,500	2,169	3,635	13,924	16,024	6,974
Lancer	100	270	258	880	940	1,208
Spirit	1,700	0	1,666	6,143	7,163	0
Diplomat	0	344	0	0	0	1,709
Total Dodge	10,000	8,627	11,209	41,943	47,943	38,528
CHRYSLER MOTORS	19,100	20,162	21,733	81,092	92,552	84,144
Escort	7,944	8,846	9,465	37,400	42,166	45,184
Mustang	4,568	4,538	4,097	17,793	20,534	22,849
Tempo	3,264	3,700	4,049	16,431	18,339	21,562
Taurus	8,010	7,879	8,564	35,507	40,313	39,985
Thunderbird	4,743	3,481	3,791	15,361	18,207	16,037
Total Ford Div.	28,529	28,484	29,966	122,492	139,609	145,617
Topaz	1,301	1,713	1,481	6,101	6,882	8,385
Cougar	3,162	2,309	2,541	12,268	14,165	12,810
Sable	2,754	2,746	2,946	12,318	13,970	10,904
Total Mercury	7,217	6,768	6,968	30,687	35,017	32,099
Continental	1,557	954	1,564	6,768	7,702	3,953
Mark VII	783	646	769	3,364	3,834	2,925
Lincoln	2,340	3,201	2,345	10,149	11,553	15,733
Total Lincoln	4,680	4,801	4,678	20,281	23,089	22,611
Total L-M Division	11,897	11,569	11,646	50,968	58,106	54,710
FORD MOTOR CO.	40,426	40,053	41,612	173,459	197,715	200,327
Skyhawk	187	0	340	1,958	2,070	3,118
Skylark/Somerset	782	294	1,150	2,891	3,060	3,299
Century	3,255	1,448	3,470	14,217	16,170	4,580
Riviera	373	213	591	2,495	2,719	433
Electra	1,999	1,255	2,003	7,610	8,809	7,227
LeSabre (fwd)	1,528	2,400	546	1,157	2,074	11,855
LeSabre (rwd)	215	118	217	865	994	552
Reatta	0	76	0	766	766	282
Total Buick	8,339	5,804	8,317	31,659	36,662	31,346
Cimmaron	0	294	0	0	0	1,431
Eldorado	447	745	689	2,924	3,192	1,421
Seville	320	535	511	2,202	2,394	1,057
Brougham (rwd)	1,225	0	1,072	4,572	5,307	0
Deville (fwd)	2,856	3,903	4,646	17,265	18,979	18,843
Allante	45	50	75	303	330	80
Total Cadillac	4,893	5,527	6,993	27,266	30,202	22,832
Cavalier	8,923	3,878	8,954	37,374	42,728	33,418
Camaro	2,470	0	2,499	10,419	11,901	5,022
Celebrity	4,175	3,957	4,478	18,829	21,334	10,670
Corsica/Beretta	9,190	7,892	9,365	37,428	42,942	32,145
Caprice	3,800	4,515	3,466	14,496	16,778	21,726
Corvette	520	451	520	2,058	2,370	2,050
Total Chevrolet	29,078	20,693	29,282	120,606	138,053	105,031
Calais	1,378	2,110	1,987	4,446	5,273	10,381
Firenza	0	0	0	0	0	1,568
Cutlass Ciera	1,675	0	1,663	7,015	8,020	0
Cutlass Supreme	3,415	1,847	3,620	12,255	14,304	8,501
Toronado	196	461	303	1,247	1,365	820
88 (fwd)	2,798	3,207	4,020	15,147	16,826	16,675
88 (rwd)	205	238	211	928	1,051	1,533
Olds 98	2,066	1,808	2,156	8,227	9,479	8,429
Total Oldsmobile	11,753	9,671	13,960	49,266	56,318	47,912
Sunbird	3,051	2,329	2,283	10,198	12,029	11,039
Grand Am	4,950	4,838	4,784	20,269	23,239	24,042
Firebird	1,438	0	1,584	6,559	7,422	4,830
Grand Prix	0	1,823	4,001	12,001	12,001	0
Pontiac 6000	2,200	253	2,220	9,194	10,514	1,169
Bonneville	1,265	1,963	2,200	7,844	8,603	9,679
Safari/Parisienne	115	191	148	455	524	454
Fiero	0	283	0	0	0	200
Total Pontiac	13,019	11,700	17,220	66,521	74,332	51,413
GENERAL MOTORS	67,082	53,395	75,772	295,318	335,567	258,534
DIAMOND-STAR	507	0	509	2,277	2,581	0
HONDA	8,275	7,106	8,371	32,426	37,391	35,209
Civic	2,770	1,675	2,810	10,902	12,564	8,512
Accord	5,505	5,431	5,561	21,524	24,827	26,697
MAZDA†	5,895	1,149	4,909	20,579	23,996	4,327
NISSAN	2,340	1,349	2,352	9,988	11,392	8,602
NUMMI	4,000	2,264	4,120	14,871	17,271	16,038
Corolla	1,600	171	1,631	6,669	7,629	5,910
Geo Prizm/Nova	2,400	2,093	2,489	8,202	9,642	10,128
VOLKSWAGEN	0	1,878	0	0	0	5,904
Golf/GTI	0	1,078	0	0	0	4,404
Jetta	0	800	0	0	0	1,500
Total Cars, U.S.	147,425	127,356	159,378	630,010	718,465	613,085
Total Cars, Canada	21,133	22,799	20,792	80,511	93,191	110,397
U.S., Canada Cars	168,558	150,155	180,170	710,521	811,656	723,482
U.S., Canada Cars and Trucks	282,180	250,144	297,434	1,180,277	1,349,573	1,228,798

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe.

CANADIAN CAR	Week Ended Feb. 4, 1989	Week Ended Feb. 6, 1988	Week Ended Jan. 28, 1989	Jan. Est.	Jan. 1 to Feb. 4, 1989	Jan. 1 to Feb. 6, 1988
Premier	1,275	1,652	1,285	4,383	5,148	7,886
CHRYSLER MOTORS	1,275	1,652	1,285	4,383	5,148	7,886
Tempo	3,452	3,993	4,278	17,594	19,665	20,950
Topaz	1,828	1,476	1,150	5,266	6,363	8,003
Crown Victoria	2,908	2,862	2,895	12,042	13,787	14,127
Grand Marquis	2,852	2,866	2,841	11,833	13,544	13,378
FORD MOTOR CO.	11,040	11,197	11,164	46,735	53,359	56,458
Celebrity	196	389	207	855	973	2,027
Cuttass Ciera	3,916	4,851	4,030	16,461	18,811	19,211
Lumina	376	0	225	569	795	0
Pontiac 6000	0	867	0	0	0	5,668
Regal	2,500	3,122	1,957	4,330	5,830	15,640
GENERAL MOTORS	6,988	9,229	6,419	22,216	26,409	42,546
Civic	1,650	626	1,744	6,440	7,430	2,987
Accord	0	0	0	0	0	0
HONDA	1,650	0	1,744	6,440	7,430	0
VOLVO	180	95	180	737	845	520
Total Cars, Canada	21,133	22,799	20,792	80,511	93,191	110,397

U.S. TRUCK☆	Week Ended Feb. 4, 1989	Week Ended Feb. 5, 1988	Week Ended Jan. 28, 1989	Jan. Est.	Jan. 1 to Feb. 4, 1989	Jan. 1 to Feb. 5, 1988
Caravan	2,100	1,783	2,232	9,710	10,970	9,555
Dakota	2,200	0	2,273	9,042	10,362	12,622
Mini-Ram Van	200	283	228	885	1,005	1,497
Pickups	2,200	0	2,282	9,027	10,347	6,299
Total Dodge	6,700	2,066	6,995	28,664	32,684	29,973
Cherokee	4,300	3,812	5,186	17,793	20,373	18,344
Commanche	700	1,056	863	3,026	3,446	4,993
Grand Wagoneer	300	350	350	1,435	1,615	1,444
Wagoneer	200	285	251	861	981	1,477
Total Jeep	5,500	5,503	6,650	23,115	26,415	26,258
Voyager	2,200	1,611	2,544	9,697	11,017	8,774
Total Plymouth	2,200	1,611	2,544	9,697	11,017	8,774
CHRYSLER MOTORS	14,400	9,180	16,189	61,476	70,116	65,005
Aerostar	5,044	5,097	4,737	20,231	23,257	22,996
Bronco	2,153	1,249	1,870	8,402	9,594	6,318
Bronco II	3,369	2,960	2,890	11,747	13,768	15,870
Econoline	5,232	4,984	5,200	21,549	24,688	25,136
Heavy trucks	1,308	1,324	1,314	5,494	6,279	6,575
Light trucks	11,992	10,403	11,505	46,166	55,361	48,743
Ranger	8,954	7,476	7,605	30,733	36,105	36,319
Total Ford Div.	38,052	33,493	35,121	146,321	169,152	161,759
FORD MOTOR CO.	38,052	33,493	35,121	146,321	169,152	161,759
Astro	3,269	3,616	3,577	14,494	16,455	17,607
Blazer	585	530	539	2,443	2,794	2,763
Mediums/Heavies	0	232	0	0	0	1,888
P-Model	719	910	503	1,659	2,090	4,844
Pickups	8,425	6,576	10,662	39,523	44,578	29,657
S-10	5,730	5,200	5,985	25,282	28,720	25,703
S-10 Blazer	4,347	3,533	3,729	16,393	19,001	12,678
Sportsvan/Van	2,211	1,328	2,235	6,452	7,779	6,536
Suburban	1,695	1,508	1,646	6,713	7,730	7,040
Total Chevrolet	26,981	23,433	28,876	112,958	129,147	108,727
Jimmy	178	170	170	729	836	904
Mediums/Heavies	0	1,014	0	0	0	4,390
P-Model	84	102	122	200	250	337
Pickups	2,213	1,838	3,295	12,659	13,987	10,700
S-15	895	1,832	1,654	5,766	6,303	6,964
S-15 Jimmy	418	705	1,185	4,274	4,525	2,776
Safari	714	908	809	3,547	3,975	4,533
Suburban	551	583	482	2,778	3,109	4,003
Vandura/Rally Vans	587	1,020	671	1,996	2,348	4,917
Total GMC	5,640	8,172	8,388	31,949	35,333	39,524
GENERAL MOTORS	32,621	31,605	37,264	144,907	164,480	148,251
NAVISTAR	1,852	1,794	1,852	6,843	7,954	8,984
NISSAN	2,770	3,235	2,785	11,808	13,470	16,202
AM GENERAL	450	450	450	1,890	2,160	2,250
MISCELLANEOUS	2,300	2,300	2,300	9,660	11,040	11,500
Total Trucks, U.S.	92,445	82,057	95,961	382,905	438,372	413,951

CANADIAN TRUCK	Week Ended Feb. 4, 1989	Week Ended Feb. 6, 1988	Week Ended Jan. 28, 1989	Jan. Est.	Jan. 1 to Feb. 4, 1989	Jan. 1 to Feb. 6, 1988
Caravan	3,282	2,985	3,278	13,883	15,852	15,168
Mini-Ram Van	210	219	205	871	997	1,130
Ram Wagon	690	0	684	2,878	3,292	1,666
Ram Van	1,660	0	1,724	7,332	8,328	4,161
Total Dodge	5,842	3,204	5,891	24,964	28,469	22,125
Voyager	2,652	2,804	2,815	11,476	13,067	14,217
Total Plymouth	2,652	2,804	2,815	11,476	13,067	14,217
Wrangler	1,508	1,044	1,508	5,063	5,968	4,731
Total Jeep	1,508	1,044	1,508	5,063	5,968	4,731
CHRYSLER MOTORS	10,002	7,052	10,214	41,503	47,504	41,073
FORD MTR. (lt. trks.)	3,648	3,625	3,484	14,688	16,877	17,944
Light trucks	3,569	3,721	3,531	14,510	16,651	15,475
Vans	1,523	1,237	1,525	6,210	7,124	6,263
Total Chevrolet	5,092	4,958	5,056	20,720	23,775	21,738
Light trucks	1,581	1,385	1,635	6,237	7,186	6,668
Vans	564	686	641	2,562	2,900	2,814
Total GMC	2,145	2,071	2,276	8,799	10,086	9,482
GENERAL MOTORS	7,237	7,029	7,332	29,519	33,861	31,220
NAVISTAR	270	226	273	1,141	1,303	1,126
Total Trks., Canada	21,157	17,932	21,303	86,851	99,545	91,363
N. American Trks.	113,602	99,989	117,264	469,756	537,917	505,314

☆—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-contract vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.